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PTO/SB/21 (08-03)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/711,448	
	Filing Date	November 13, 2000	
	First Named Inventor	Robert Allen Unger	
	Art Unit	2615	
	Examiner Name	Martin, Lazena	
Total Number of Pages in This Submission	8	Attorney Docket Number	40000-0006

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	Request for Certificate of Correction Pursuant to 37 C.F.R. 1.323; Certificate of Correction; Part B Fee(s) Transmittal (PTOL 85) as filed by applicant on May 17, 2005; Notice of Recordation of Assignment Document as sent to applicant on May 8, 2001; Return Receipt Postcard
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	Remarks	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

Certificate

AUG 08, 2005

of Correction

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Steven L. Nichols
Signature	
Date	July 27, 2005

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Jeffrey K. Riddle		
Signature		Date	July 27, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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AUG 09 2005



Docket No.: 40000-0006
(6,909,837 B1)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Patent Application of:

Unger, Robert Allen

Patent No: 6,909,837 B1

Date of Patent: June 21, 2005

For: "Method and System for Providing
Alternative, Less-Intrusive Advertising
that Appears During Fast Forward
Playback of a Recorded Video Program"

Group Art Unit: 2615

Examiner: Martin, Lazena

Filed: November 13, 2000

**REQUEST FOR CERTIFICATE OF CORRECTION
PURSUANT TO 37 CFR 1.323**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Upon reviewing the above-identified patent, Patentee noted some typographical errors, which should be corrected.

Please change the assignee information (73) from:

"Sony Corporation, Tokyo (JP)"

to:

"Sony Corporation, Tokyo (JP)

Sony Electronics, Inc., Park Ridge, NJ (US)"

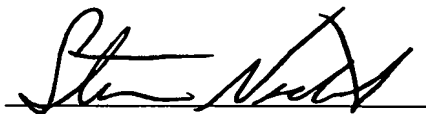
The errors now sought to be corrected is inadvertent typographical error made by the United States Patent And Trademark Office and does not involve new matter or require reexamination. Patentee had contacted Cecilia Newman (703-308-9390 Ext. 102) regarding this typographical error and was instructed to submit this Request for Certificate of Corrections in order to correct this error.

AUG 09 2005

Transmitted herewith is a proposed Certificate of Correction effecting such amendments along with the notice of Recordation of Assignment Document sent to applicant on May 8, 2001 by the USPTO and the Part B – Fee(s) Transmittal sent to the United States Patent and Trademark Office on May 17, 2005. Both these documents reflect that Sony Corporation, Tokyo (JP) and Sony Electronics, Inc., Park Ridge, NJ (US) have both been designated as assignees. Patentee respectfully solicits the granting of the requested Certificate of Correction.

No addition fees are believed to be due with the filing of this document since it appears to be an error by the PTO. However, if any fee is required that is not otherwise authorized; authorization is hereby given to charge the required fee to Deposit Account **1800-13/40000-0006**.

Respectfully submitted,



Steven L. Nichols
Registration No. 40,326

DATE: 27 July 2005

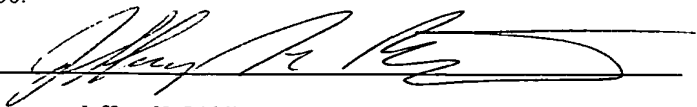
Steven L. Nichols, Esq.
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Rader Fishman & Grauer PLLC
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10653 S. River Front Parkway, Suite 150
South Jordan, Utah 84095

(801) 572-8066
(801) 572-7666 (fax)

CERTIFICATE OF MAILING

DATE OF DEPOSIT: **July 27, 2005**

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Jeffrey K. Riddle

AUG 09 2005

**UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION**PATENT NO. : 6,909,837 **Bi**

DATED : June 21, 2005

INVENTOR(S) : Robert Allen Unger

It is certified that error appears in the above-identified patent and that said Letters Patent
is hereby corrected as shown below:

Please change the assignee information (73) from:

"Sony Corporation, Tokyo (JP)"

to:

"Sony Corporation, Tokyo (JP)"

Sony Electronics, Inc., Park Ridge, NJ (US)"

MAILING ADDRESS OF SENDER:

River Park Corporate Center One
10653 S. River Front Parkway, Suite 150
South Jordan, UT 84095

PATENT NO. 6,909,837 **Bi**

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This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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AUG 09 2005

PART B - FEE(S) TRANSMITTAL

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Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSU FEE
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

20480 7590 02/18/2005

STEVEN L. NICHOLS
 RADER, FISHMAN & GRAVER PLLC
 10653 S. RIVER FRONT PARKWAY
 SUITE 150
 SOUTH JORDAN, UT 84095



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Rebecca R. Schow (Depositor's name)
 (Signature)
May 17, 2005 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/711,448	11/13/2000	Robert Allan Unger	08238.006	7229

TITLE OF INVENTION: METHOD AND SYSTEM FOR PROVIDING ALTERNATIVE, LESS-INTRUSIVE ADVERTISING THAT APPEARS DURING FORWARD PLAYBACK OF A RECORDED VIDEO PROGRAM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$0	\$1400	05/18/2005

EXAMINER	ART UNIT	CLASS-SUBCLASS
BOCCIO, VINCENT F	2616	386-068000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☒ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Steven L. Nichols
 2 Rader, Fishman & Grauer PLLC
 3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Sony Corporation
 Sony Electronics, Inc.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Tokyo, Japan
 Park Ridge, New Jersey

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are enclosed:

☒ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☒ Advance Order - # of Copies 10

4b. Payment of Fee(s):

☐ A check in the amount of the fee(s) is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☒ The Director is hereby authorized by charge the required fee(s), or credit any overpayment Deposit Account Number 18-0013 (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other part interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature Steven L. Nichols

Date May 17, 2005

Typed or printed name Steven L. Nichols

Registration No. 40,326

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PTAS



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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/13/2000

REEL/FRAME: 011542/0677

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

UNGER, ROBERT ALLAN

DOC DATE: 11/07/2000

ASSIGNEE:

SONY CORPORATION
7-35 KITASHINAGAWA 6-CHOME,
SHINAGAWA-KU
TOKYO, JAPAN

ASSIGNEE:

SONY ELECTRONICS INC., A DELAWARE
CORPORATION
1 SONY DRIVE
PARK RIDGE, NEW JERSEY 07656

SERIAL NUMBER: 09711448

FILING DATE: 11/13/2000

PATENT NUMBER:

ISSUE DATE:

011542/0677 PAGE 2



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